

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 5, 1998

RJR Account #570300

Mr. T. Hyrb
SCHEIDELMAN, INC.

JUNE CTS: DORAL BUY 4 PACKS GET 1 PACK FREE / PROMOTION #800532

Dear Tom:

DORAL B4G1F 'PRE-SLEEVED' product (6M) has been ordered, along with 6 Display / P.O.S. Kits, Item #542195 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product and Display Kits.

PO #052198CTS

DORAL B4G1F BRAND STYLES	UPC Code	#/ (6M) Cases
<i>Light King</i>	12300-25350	<u>1</u>
<i>Light 100</i>	12300-25351	<u>1</u>
<i>FF 100</i>	12300-25352	<u>1</u>
<i>Lt Men 100</i>	12300-25353	<u>1</u>
<i>Ult Lt 100</i>	12300-25354	<u>1</u>
<i>Box 100</i>	12300-25355	<u>1</u>
<i>Lt Box 100</i>	12300-25356	<u>1</u>

Displays (Item #542195)

SKU CUBE: **2.3350**
SKU WT (w/o Product): **4.4200 lbs**
Retail Sales Offer per Sku: **70 units**
Billing per 6M Case: **24 Savings Cartons**

Product / Display Arrival: **May 21, 1998**
Ship Date to Retail: **Week of: June 8, 1998**

EFT \$ Amount: **\$1,535.17**

PARTNERS 'BONUS' REPORTING DESCRIPTION

'DOR JUN B4G1F'

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B4G1F CTS
SCHEIDELMAN, INC.

PROMOTION DESCRIPTION:

**DORAL DISPLAY KIT CONTAIN GENERIC 30-CARTON DISPLAY,
1 P.O.S. CARD, AND 1 RISER CARD.**

******* NO PACKING IS REQUIRED *******

**SHIP NUMBER OF P.O.S. / DISPLAY KITS (Item #542195) AND NUMBER OF
CARTONS PER BRAND STYLE TO EACH RETAIL ACCOUNT AS INDICATED ON
THE ATTACHED CUSTOMER LIST.**

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$3.60 per each promoted 6M case for all product packed and shipped to retail on a timely basis. This equates to \$25.20 (1 (6M) case(s) @ \$3.60). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162206
L. E. MacWilliams

Enclosure: Customer List
Promotional Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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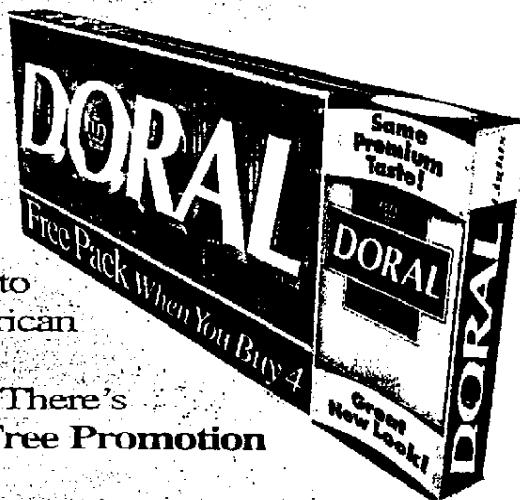
DIRECT ACCOUNT CUSTOMER LIST**PROMOTION #800532: DORAL BUY 4 PACKS GET 1 PACK FREE****RETAIL DISTRIBUTION DATE: 6/8/98****DIRECT ACCOUNT TO SHIP NUMBER OF DISPLAYS AND CARTONS PER BRAND STYLE TO RETAIL. NO PACKING REQUIRED.****7 BRAND STYLES: DORAL LT / DORAL LT 100 / DORAL FF 100 / DORAL LT MEN 100 / DORAL ULT LT 100 / DORAL BOX 100 / DORAL LT BOX 100**

REF#	ACCT NAME	ADDRESS	CITY	STATE	CHAIN-ID	SEGMENT	DISP#	VAP NAME	ITEM	# DISPLAYS	CARTONS	7 STYLES	
												VAP SPE	
162206	162235	451878	GREENE'S MOBIL, INC.	90 W MAIN ST	ILION	NY	2845-00-00	CS	570300	SCHEIDELMAN, INC	3025	6	30
												1	CASES

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June Brings Our New Look, The Big American Adventure Sweepstakes, And A Buy 4 Packs Get 1 Free Promotion.

We couldn't make June a bigger sales opportunity for you. We'll be introducing our dramatic new packaging design with a sweepstakes that allows your customers a chance to win a trip to 6 great American destinations. We didn't stop there though. There's the Buy 4 Packs Get 1 Free Promotion in June, as well.



Discover Our New Look!



POS Card/ Alternate Header -

This impactful 17" x 14" poster will help increase customer awareness along with offering more in-store advertising opportunities.

Floor Display -

- Temporary/ Semi-permanent Display.
- Designed to maximize presence of your promotion.
- Header card captures customer interest in this special promotion.

SWEEPSTAKES VOID IN MA, MI, AND VA,
AND WHERE PROHIBITED BY LAW.

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